

## The Practical Value of the Discipline of Public Relations in Society

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### Abstract

**Hypothesis** - Public Relations is the discipline that deals with the way of communicating the message to public opinion in order to influence the opinions, thoughts and attitudes of the before mentioned, in order to achieve high results for the object of the field for which it is being worked. Based on this definition, we have to underline the practical value of this discipline in many directions, in the society of a given country, mainly in Albania.

**The purpose of the work** - is that through evidence, mainly of theoretical analysis, but in many cases also practical observations in Albanian, to prove the hypothesis raised.

**Methodology:** The work will be based on several study methods. Inductive methods will be used the most, going from specific facts to general conclusions, but also the use of deductive methods, starting from general conclusions to deduct conclusions on special problems and consequences, through the analysis of special cases in Albania, which have addressed specific issues with great importance on the continuation of the work in question.

**Keywords:** Citizens - Right to Information - Communication - Public Relations – Governance.

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